



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Mentzer Media Services, Inc.  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21286

AgM

Advertiser	Polls/American Crossroads (13324)	Invoice	643100
Agency/T-Code	Mentzer Media Services, Inc. (3427)/833926	Inv Date	10/28/2012
Buyer	CLOYD,ELISE	Terms	Net 30
Salesperson	Telerep/Washington DC, Washington DC (1040)	Contract	321188
Product	ph: (555) 555-5555	Bill Type	Standard
Brand	Political - Issue (1068)	Period	10/1/2012 - 10/28/2012
Acct Types	AMERICAN CROSSROADS (109861)	CO-OP/Order Type	No/Normal
Est/Headline	National/Political	Package	
Demo	1773/06225761	Gen. Date	10/30/2012 4:04:28PM
Revision			
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE		

## Orlando (WFTV)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
1.0	Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 10:22AM (Tu)	00:30		FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 10:41AM (Tu)	00:30		FLSNTV03ACH	\$500.00	
1.0	5pot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 10:24AM (We)	00:30		FLSNTV03ACH	\$500.00	
1.0	5pot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 10:46AM (We)	00:30		FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 10:22AM (Th)	00:30		FLSNTV03ACH	\$500.00	
1.0	5pot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 10:45AM (Th)	00:30		FLSNTV03ACH	\$500.00	
1.0	5pot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 10:15AM (Fr)	00:30		FLSNTV03ACH	\$500.00	
1.0	Spot	10:00:00AM-11:00:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 10:52AM (Fr)	00:30		FLSNTV03ACH	\$500.00	
2.0	5pot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 11:29AM (Tu)	00:30		FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 11:59AM (Tu)	00:30		FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 11:59AM (We)	00:30		FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 10:58AM (Th)	00:30		FLSNTV03ACH	\$1000.00	
2.0	5pot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 11:59AM (Th)	00:30		FLSNTV03ACH	\$1000.00	
2.0	5pot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 10:58AM (Fr)	00:30		FLSNTV03ACH	\$1000.00	
2.0	Spot	11:00:00AM-12:00:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 11:43AM (Fr)	00:30		FLSNTV03ACH	\$1000.00	
3.0	5pot	12:00:00PM- 1:00:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 12:13PM (Tu)	00:30		FLSNTV03ACH	\$1000.00	
3.0	5pot	12:00:00PM- 1:00:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 12:56PM (Tu)	00:30		FLSNTV03ACH	\$1000.00	
3.0	5pot	12:00:00PM- 1:00:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 12:18PM (We)	00:30		FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 12:52PM (We)	00:30		FLSNTV03ACH	\$1000.00	
3.0	Spot	12:00:00PM- 1:00:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 12:22PM (Th)	00:30		FLSNTV03ACH	\$1000.00	
3.0	5pot	12:00:00PM- 1:00:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 12:56PM (Th)	00:30		FLSNTV03ACH	\$1000.00	
3.0	5pot	12:00:00PM- 1:00:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 12:21PM (Fr)	00:30		FLSNTV03ACH	\$1000.00	
3.0	5pot	12:00:00PM- 1:00:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 12:55PM (Fr)	00:30		FLSNTV03ACH	\$1000.00	
4.0	5pot	6:00:00PM- 6:30:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 6:22PM (Tu)	00:30		FLSNTV03ACH	\$3000.00	
4.0	5pot	6:00:00PM- 6:30:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 6:28PM (Tu)	00:30		FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM- 6:30:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 6:00PM (We)	00:30		FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM- 6:30:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 6:12PM (We)	00:30		FLSNTV03ACH	\$3000.00	
4.0	5pot	6:00:00PM- 6:30:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 6:00PM (Th)	00:30		FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM- 6:30:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 6:12PM (Th)	00:30		FLSNTV03ACH	\$3000.00	
4.0	5pot	6:00:00PM- 6:30:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 6:22PM (Fr)	00:30		FLSNTV03ACH	\$3000.00	
4.0	Spot	6:00:00PM- 6:30:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 6:27PM (Fr)	00:30		FLSNTV03ACH	\$3000.00	
5.0	Spot	7:00:00PM- 7:30:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 7:02PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM- 7:30:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 7:24PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM- 7:30:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 6:59PM (We)	00:30		FLSNTV03ACH	\$3600.00	
5.0	5pot	7:00:00PM- 7:30:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 7:24PM (We)	00:30		FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM- 7:30:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 6:59PM (Th)	00:30		FLSNTV03ACH	\$3600.00	
5.0	5pot	7:00:00PM- 7:30:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 7:14PM (Th)	00:30		FLSNTV03ACH	\$3600.00	
5.0	Spot	7:00:00PM- 7:30:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 7:05PM (Fr)	00:30		FLSNTV03ACH	\$3600.00	
5.0	5pot	7:00:00PM- 7:30:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 7:25PM (Fr)	00:30		FLSNTV03ACH	\$3600.00	



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<b>Advertiser</b>	<b>Polls/American Crossroads (13324)</b>	<b>Invoice</b>	643100
<b>Agency/T-Code</b>	<b>Mentzer Media Services, Inc. (3427)833926</b>	<b>Inv Date</b>	10/28/2012
<b>Buyer</b>	CLOYD, ELISE	<b>Terms</b>	Net 30
<b>Salesperson</b>	Telerep/Washington DC, Washington DC (1040)	<b>Contract</b>	321188
<b>Product</b>	ph: (555) 555-5555	<b>Bill Type</b>	Standard
<b>Brand</b>	Political - Issue (1068)	<b>Period</b>	10/1/2012 - 10/28/2012
<b>Acct Types</b>	AMERICAN CROSSROADS (109861)	<b>CO-OP/Order Type</b>	No/Normal
<b>Est/Headline</b>	<b>National/Political</b>	<b>Package</b>	
<b>Demo</b>	1773/06225761	<b>Gen. Date</b>	10/30/2012 4:04:28PM
<b>Revision</b>			
<b>Comments</b>	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE		

## OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 7:29PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/02/12 7:53PM (Tu)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 7:48PM (We)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/03/12 7:53PM (We)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/04/12 7:44PM (Th)	00:30		FLSNTV03ACH	\$3600.00	
6.0	Spot	7:30:00PM- 8:00:00	Day,Tu-2,W-2,Th-2,F-2	10/05/12 7:53PM (Fr)	00:30		FLSNTV03ACH	\$3600.00	
7.0	Spot	11:35:00PM-12:05:00	Day,Tu-1,W-1,Th-1,F-1	10/02/12 12:02AM (Tu)	00:30		FLSNTV03ACH	\$800.00	
7.0	Spot	11:35:00PM-12:05:00	Day,Tu-1,W-1,Th-1,F-1	10/04/12 11:52PM (Th)	00:30		FLSNTV03ACH	\$800.00	
7.0	Spot	11:35:00PM-12:05:00	Day,Tu-1,W-1,Th-1,F-1	10/05/12 12:04AM (Fr)	00:30		FLSNTV03ACH	\$800.00	
8.0	Spot	8:00:00PM- 9:00:00	Day,F-1	10/05/12 8:20PM (Fr)	00:30		FLSNTV03ACH	\$3500.00	
9.0	Spot	12:00:00PM-12:30:00	Day,Sa-1	10/06/12 12:09PM (Sa)	00:30		FLSNTV03ACH	\$600.00	
10.0	Spot	7:00:00PM- 8:00:00	Day,Sa-2	10/06/12 7:20PM (Sa)	00:30		FLSNTV03ACH	\$1200.00	
10.0	Spot	7:00:00PM- 8:00:00	Day,Sa-2	10/06/12 7:28PM (Sa)	00:30		FLSNTV03ACH	\$1200.00	
11.0	Spot	8:00:00PM-11:00:00	Day,Sa-1	10/06/12 11:01PM (Sa)	00:30		FLSNTV03ACH	\$5500.00	
12.0	Spot	6:00:00AM- 9:00:00	Day,Su-3	10/07/12 6:39AM (Su)	00:30		FLSNTV03ACH	\$1000.00	
12.0	Spot	6:00:00AM- 9:00:00	Day,Su-3	10/07/12 6:54AM (Su)	00:30		FLSNTV03ACH	\$1000.00	
12.0	Spot	6:00:00AM- 9:00:00	Day,Su-3	10/07/12 7:28AM (Su)	00:30		FLSNTV03ACH	\$1000.00	
13.0	Spot	12:00:00PM-12:30:00	Day,Su-1	10/07/12 12:13PM (Su)	00:30		FLSNTV03ACH	\$600.00	
14.0	Spot	6:00:00PM- 6:30:00	Day,Su-2	10/07/12 5:59PM (Su)	00:30		FLSNTV03ACH	\$2000.00	
14.0	Spot	6:00:00PM- 6:30:00	Day,Su-2	10/07/12 6:10PM (Su)	00:30		FLSNTV03ACH	\$2000.00	
15.0	Spot	7:00:00PM- 8:00:00	Day,Su-1	10/07/12 7:22PM (Su)	00:30		FLSNTV03ACH	\$3500.00	
16.0	Spot	11:30:00PM-12:00:00	Day,Su-1	10/07/12 11:53PM (Su)	00:30		FLSNTV03ACH	\$900.00	
17.0	Spot	10:00:00AM-11:00:00	Day,M-2	10/08/12 10:17AM (Mo)	00:30		FLSNTV03ACH	\$500.00	
17.0	Spot	10:00:00AM-11:00:00	Day,M-2	10/08/12 10:50AM (Mo)	00:30		FLSNTV03ACH	\$500.00	
18.0	Spot	11:00:00AM-12:00:00	Day,M-2	10/08/12 10:59AM (Mo)	00:30		FLSNTV03ACH	\$1000.00	
18.0	Spot	11:00:00AM-12:00:00	Day,M-2	10/08/12 11:33AM (Mo)	00:30		FLSNTV03ACH	\$1000.00	
19.0	Spot	12:00:00PM- 1:00:00	Day,M-2	10/08/12 12:49PM (Mo)	00:30		FLSNTV03ACH	\$1000.00	
19.0	Spot	12:00:00PM- 1:00:00	Day,M-2	10/08/12 12:52PM (Mo)	00:30		FLSNTV03ACH	\$1000.00	
20.0	Spot	6:00:00PM- 6:30:00	Day,M-2	10/08/12 6:24PM (Mo)	00:30		FLSNTV03ACH	\$3000.00	
20.0	Spot	6:00:00PM- 6:30:00	Day,M-2	10/08/12 6:27PM (Mo)	00:30		FLSNTV03ACH	\$3000.00	
21.0	Spot	7:00:00PM- 7:30:00	Day,M-2	10/08/12 7:05PM (Mo)	00:30		FLSNTV03ACH	\$3600.00	
21.0	Spot	7:00:00PM- 7:30:00	Day,M-2	10/08/12 7:29PM (Mo)	00:30		FLSNTV03ACH	\$3600.00	
22.0	Spot	7:30:00PM- 8:00:00	Day,M-2	10/08/12 7:43PM (Mo)	00:30		FLSNTV03ACH	\$3600.00	
22.0	Spot	7:30:00PM- 8:00:00	Day,M-2	10/08/12 7:48PM (Mo)	00:30		FLSNTV03ACH	\$3600.00	
23.0	Spot	11:35:00PM-12:05:00	Day,M-1	10/08/12 11:53PM (Mo)	00:30		FLSNTV03ACH	\$800.00	
24.0	Spot	8:00:00PM-10:00:00	Day,M-1	10/08/12 8:00PM (Mo)	00:30		FLSNTV03ACH	\$12000.00	
26.0	Spot	6:00:00AM- 9:00:00	Day,Sa-1	10/06/12 6:45AM (Sa)	00:30		FLSNTV03ACH	\$1000.00	
27.0	Spot	6:00:00PM- 6:30:00	Per week (1,Su)	10/07/12 6:28PM (Su)	00:30		FLSNTV03ACH	\$3000.00	M/G For 25.0.1
28.0	Spot	6:00:00AM- 9:00:00	Day,Sa-2,Su-1	10/06/12 6:24AM (Sa)	00:30		FLSNTV03ACH	\$1500.00	



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**Agency/T-Code** Mentzer Media Services, Inc. (3427)/833926  
**Buyer** CLOYD, ELISE  
**Salesperson** Telerep/Washington DC, Washington DC  
**Product** (1040)  
**Brand** ph: (555) 555-5555  
**Acct Types** Political - Issue (1068)  
**Est/Headline** AMERICAN CROSSROADS (109861)  
**Demo**  
**Revision**  
**Comments** National/Political  
1773/06225761  
AMERICAN CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

**Invoice** 643100  
**Inv Date** 10/28/2012  
**Terms** Net 30  
**Contract** 321188  
**Bill Type** Standard  
**Period** 10/1/2012 - 10/28/2012

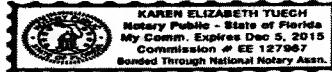
**CO-OP/Order Type** No/Normal  
**Package**  
Gen. Date 10/30/2012 4:04:28PM

## OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
28.0	Spot	6:00:00AM- 9:00:00	Day,Sa-2,Su-1	10/06/12 8:39AM (Sa)	00:30		FLSNTV03ACH	\$1500.00	
28.0	Spot	6:00:00AM- 9:00:00	Day,Sa-2,Su-1	10/07/12 6:29AM (Su)	00:30		FLSNTV03ACH	\$1500.00	
29.0	Spot	8:00:00PM-11:30:00	Per week (1),Sa	10/06/12 10:17PM (Sa)	00:30		FLSNTV03ACH	\$6000.00	
30.0	Spot	11:30:00PM-12:05:00	Per week (1),Sa	10/06/12 12:28AM (Sa)	00:30		FLSNTV03ACH	\$1600.00	
31.0	Spot	6:00:00AM- 9:00:00	Per week (1),Su	10/07/12 6:14AM (Su)	00:30		FLSNTV03ACH	\$1400.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total \$175,500.00  
Commission (\$26,325.00)

Total Spots 83

Net Total \$149,175.00

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.